

To: DDA:MSMAIL=RJRWS/RJRPO4/COOKF; O=RJREM; P=WSX400; A=RJR; C=US
From: Orourke, Rory
Posted: 11/7/97 18:01
Opened: 11/10/97 8:49
Subject: Salem POS/PDI

Floyd:

Attached are the POS/PDI needs for the Salem repositioning. The sheet has two tabs:

1. November - January
2. February - May

If you have any questions, give me a call.

Rory

CC: 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH)

51851 9358

SALEM NEW YORK CITY MARKET

SALEM POS/PDI/Display Menu

November - January

Division

| <u>Item #</u> | <u>Qty</u> | <u>Description</u> | <u>SKU Pack</u> | <u>1222</u> | <u>1223</u> | <u>1226</u> | <u>1229</u> |
|---------------|------------|----------------------------------|-----------------|-------------|-------------|-------------|-------------|
| 522965 | 2,000 | Small display channel strip | 1 | | | | 2,000 |
| 522974 | 5,500 | Large Paster (Launching Orb) | 1 | | | 500 | 5,000 |
| 522983 | 900 | 24" Pkg Mdsr Card | 1 | 100 | 300 | 100 | 400 |
| 522992 | 155 | 19" Canopy Card (fuzzy orb) | 1 | 80 | 75 | | |
| 514604 | 900 | Dual Sided (B1G1F/30¢) Starburst | 1 | 100 | 400 | 100 | 300 |
| 523001 | 350 | Small Starburst | 1 | 350 | | | |
| 527972 | 200 | 2' X4 ' Formed Banner | 10 | | 200 | | |
| 529355 | 1,400 | Orb Decal | 100 | 500 | 300 | 100 | 500 |
| 535220 | 150 | Temp Display | 1 | 150 | | | |

Ship Locations:

Division 1222

SIS # 692686

Division 1223

1223

Division 1226

1210

Division 1229

1229

51851 9359

Nov - Jan

SALEMPOS.XLS

SALEM NEW YORK CITY MARKET

51851 9360

Nov - Jan

SALEMPOS.XLS

SALEM NEW YORK CITY MARKET

SALEM POS/PDI/Display Menu

February - April

| <u>Item #</u> | <u>Qty</u> | <u>Description</u> | <u>SKU Pack</u> | <u>1222</u> | <u>1223</u> | <u>1224</u> | <u>1226</u> |
|---------------|------------|---------------------------------|-----------------|----------------------------|-------------|-------------|-------------|
| 514580 | 17,000 | Large Starburst | 1 | 600 | 4,000 | 200 | 200 |
| 514595 | 610 | 19" Canopy Card (tear pad) | 1 | 80 | 480 | | 50 |
| 522965 | 9,250 | Small display channel strip | 1 | 250 | 2,600 | 200 | 200 |
| 522971 | 7,800 | Small Horizontal Paster | 1 | 300 | 2,400 | 200 | 900 |
| 522974 | 11,920 | Large Paster (Launching Orb) | 1 | 100 | 1,120 | 200 | 500 |
| 522983 | 2,800 | 24" Pkg Mdsr Card | 1 | 200 | 300 | 200 | 100 |
| 522992 | 2,860 | 19" Canopy Card (fuzzy orb) | 1 | 80 | 580 | 150 | 50 |
| 523001 | 2,950 | Dual Sided (B1G1F/30¢) Starbur | 1 | 100 | 750 | 100 | |
| 523001 | 17,400 | Small Starburst | 1 | 600 | 4,400 | 200 | 200 |
| 527972 | 4,230 | 2' X4 ' Formed Banner | 10 | 100 | 800 | | 30 |
| 527993 | 890 | Ceiling Dangler | 1 | 40 | 200 | | 150 |
| 528005 | 14,450 | Counter change mat (Lenticular) | 25 | 100 | 10,000 | 50 | 300 |
| 528032 | 27,500 | Door/Window Decal | 25 | 500 | 4,000 | | 2,000 |
| 528932 | 6,000 | 20-Pack DPC Display/Riser Card | 1 | Allocate in SMS for orderi | | | |
| 529355 | 20,000 | Orb Decal | 100 | 500 | 3,000 | 500 | 1,000 |
| 530222 | 1,350 | Tear Pads (for 19" CD & APD CD | 1 | 150 | 1,200 | | |
| 530540 | 2,860 | Push Pack (SALEM) | 1 | 200 | 960 | | 200 |
| 531842 | 1,970 | APD Tray Strip | 1 | 60 | 200 | 60 | 50 |
| 531845 | 1,110 | APD Small Card | 1 | 40 | 200 | 40 | 30 |
| 531863 | 1,110 | APD Large Card (tear pad) | 1 | 40 | 200 | 40 | 30 |
| 535220 | 1,170 | Temp Display | 1 | 150 | | 20 | |
| 536222 | 4,770 | Large Paster (Global Cooling) | 1 | 100 | 1,120 | 50 | 500 |
| 536225 | 4,770 | Large Paster (Smoked Not Stirre | 1 | 100 | 1,120 | 50 | 500 |
| | 2,380 | Bread Box Card | 1 | 20 | 300 | | 60 |

Ship Locations:

Division 1222
Division 1223

SIS # 692686
1223

51851 9361

Feb - April

SALEMPOS.XLS

SALEM NEW YORK CITY MARKET

| | |
|---------------|------|
| Division 1224 | 1224 |
| Division 1226 | 1210 |
| Division 1229 | 1229 |

51851 9362

Feb - April

SALEMPOS.XLS

SALEM NEW YORK CITY MARKET

1229

12,000

6,000

4,000

10,000

2,000

2,000

2,000

12,000

3,300

500

4,000

21,000

g

15,000

1,500

1,600

800

800

1,000

3,000

3,000

2,000

51851 9363

Feb - April

SALEMPOS.XLS

SALEM NEW YORK CITY MARKET

51851 9364

Feb - April

SALEMPOS.XLS